

CLICK
PREDICTIONS

**KEY CONTENT
MARKETING
TRENDS AND
PREDICTIONS
FOR 2010**

FROM CLICKDOCUMENTS, SPONSORED BY  **Marketo**



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Photo Courtesy: Kasturi Rangam
and Priya Balasubramanian

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TRADITIONAL MARKETING ISN'T GOING AWAY. Far from it. But it's changing like never before at a faster pace than we've seen in the last 100 years. With the quickening pace of innovation and change on the Web, consumers are now in control. They expect much more from companies, and are more fickle with their affinity. Companies that learn the new marketing lessons, and implement them well will be big winners going forward. Those that play by yesterday's rules will lose.

So what are the new rules? How can you take advantage of new technology, evolving behaviors and hyper-connected consumers to benefit your business? What is the future of content marketing?

WE'RE GLAD YOU ASKED. We dusted off our trusty crystal ball and passed it along to 39 of the top content marketers, B2B marketers, e-mail marketers and social media gurus, and asked them one straightforward question, "What are their key marketing trends and predictions for 2010?"

The answers are fantastic. You're going to get a first-hand look into the future of content marketing from the people that live and breathe it every single day.

CLICKPREDICTIONS eBook is a great collaboration of many of the sharpest marketing professionals. Each contributor has added a unique perspective and guidance on how marketers should tackle 2010 successfully. ClickPredictions eBook is also packed with over 100 recommended resources from the experts.

TOP 10+1 TIPS FOR CONTENT MARKETING IN 2010

Before jumping into the e-book, Click-Documents put together our Top 10 + 1 Tips for Content Marketing in 2010 based on the trends that we saw in the predictions.

1. Interruptive, “tell-and-sell” marketing is a thing of the past. You can’t expect busy consumers to listen or care when you interrupt them with marketing and branding

messages. It’s time to reallocate budget (from list purchases and tradeshow) to content production – for brand building, and generating awareness.

2. Don’t follow the crowd. It’s tempting to copy everyone else. It’s tempting to jump blindly into the latest, coolest new trends, but before you do so, make sure you’ve really thought

about your customers – where are they, what are they doing and how do they want to be interacted with?

3. Get visual! If you think about content (white papers, blog posts, etc.) as just text, you’re missing huge opportunities to really connect with your audience. Your content has to look great and include plenty of visuals. And different styles of con-

tent, such as video, will become staples. Remember: You’re telling a story, and video is a great medium for storytelling.

4. Grow more ears. Listening is a skill that you have to master in order to succeed. You can’t ignore the tidal wave of activity on social sites like Twitter and Facebook, but before you jump into the water and realize you can’t swim, it’s a

good idea to listen. Your customers will know, and appreciate, that you’re paying attention.

5. Think about engagement. Pushing ads is a thing of the past. Interacting and engaging with consumers – wherever they are (Mobile will be big!) – will help you stand out from the crowd. It’s not about how many Twitter followers >

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> you have, it's about how many you actually know and engage with.

6. ROI realities emerge. You can't ignore the need to explain a Return on Investment to your boss and C-level executives. The reality is that analytics tools are significantly improving, and you can start to measure real ROI. Automation tools will mature and be available to help with increased efforts in content and social media marketing. Automation is helpful when it speeds up certain processes to help improve the overall ROI.

7. Don't forget the recession. We know it's an ugly word, and hopefully we're well past the worst, but the reality is that consumers will be nervous about spending their money. They'll be looking for good corporate citizens and increased levels of trust. Content marketing can help position your organization effectively in both regards.

8. Scale back the volume; it's quality that matters. Too much content isn't a good thing. But that's what we're starting to see, as publishing content becomes easier and easier. Quality rules the day! Before pub-

lishing something, really give some thought as to whether your readers would truly value the content and benefit from it. Be rigorous in your filtering. If something isn't going to be hugely valuable to your audience, don't publish it.

9. Understand your sales process and funnel. You need to really understand your sales cycle and your customer's buying process. Make sure you clearly know how your prospects and customers make decisions. Then, provide relevant and meaningful content that helps drive customers efficiently through the funnel. Segment your

audience properly, and provide a unique experience to each group.

10. Find the writers inside your organization. Content writing and marketing is so important that outsourcing it completely is a huge risk. Furthermore, content marketing is tied too closely to social media marketing – and that's all about building real, transparent relationships. So find quality writers and content producers within your organization: nurture and train them. Make sure you keep them happy. And then find outside help to fill important holes.

OUR BONUS TIP
It's not the size of your megaphone that matters; it's the size of your customers' megaphones. Create content that encourages your customers and audience to do the marketing for you. Create content that your audience absolutely has to share because it's that good! Provide a level of customer support and engagement that inspires your customers to tell the world. Then: You win.

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We hope you enjoy **ClickPredictions: Key Content Marketing Trends and Predictions for 2010** from ClickDocuments, sponsored by Marketo. You'll find predictions and suggestions from 39 of the top content and social media marketers out there. You can get 2010 started on the right foot with a bit of inspiration, prognostication and no-nonsense marketing straight-talk.



ABOUT CLICKDOCUMENTS [ClickDocuments](#) is your one-stop-shop for information and best practices on whitepapers and ebooks. We believe in the power of content as a powerhouse of marketing and sales tools; and want to share that with you through our blog, publishing services platform and of course, our own content. That's why we put together this eBook, alongside the great folks at Marketo, and a group of top-notch experts, to empower your content writing and marketing efforts in 2010!

If you'd like more information about how we can take your content to the next level, please let us know! We'd love to speak with you and learn about your marketing goals.

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Marketo is the revenue-focused marketing automation company, revolutionizing how marketing and sales teams of all sizes sell and succeed at every stage of the revenue cycle. Delivered in the Marketing Cloud, Marketo’s powerful and easy solutions provide the fastest time to value and ignite explosive revenue growth from the earliest stages of demand generation and lead management to the pursuit of revenue and customer loyalty.

Marketo Lead Management helps Marketers acquire, nurture and qualify more high quality sales leads with less effort, while Marketo Sales Insight helps Sales understand, prioritize and interact with the hottest leads and opportunities to close business faster. Known for providing breakthrough innovation and the utmost in usability, Marketo was voted ‘Best Marketing Automation Application’ by Salesforce customers on the Force.com AppExchange. As of October 2009, more than 300 enterprise and mid-market clients in 12 countries have selected Marketo.

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THE BIRTH OF A MEANINGFUL MARKETING MODEL



Bob Gilbreath is Chief Marketing Strategist at [Bridge Worldwide](#) (one of the nation's largest digital advertising agencies) and author of "[The Next Evolution of Marketing](#)".

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PREDICTION In 2010 a growing number of companies will break with their old, interruptive tell-and-sell habits and adopt the next evolution of marketing. They will accept that [consumers cannot be hood-winked](#) or annoyed into buying their products and realize that the only way to earn attention and sales is to add value to their lives through the marketing itself. It's a concept called "Marketing with Meaning" and works

when brands create marketing that consumers choose to engage with and advertising that itself improves people's lives.

RECOMMENDED RESOURCES

- » [Marketing with Meaning](#)
- » [The Next Evolution of Marketing: Connect with your Customers by Marketing with Meaning](#)
- » [Marketing with Meaning on Twitter](#)

“Resolve to abandon the advertising interruption model and begin to evolve to Marketing with **Meaning**.”

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**STAND OUT
WITH GREAT
CONTENT!**



Gordon Graham is That White Paper Guy, an award-winning writer who helps B2B technology firms tell their stories with crisp, compelling white papers.

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PREDICTION It's safe to say that in 2010, many B2B marketers will imitate each another. Many will talk in buzzwords. Many will glom onto the latest gimmicks. Many will use B2C tactics like branding for B2B marketing. Many will waste money on advertising, and squander time on social networking. And many will wonder why their companies don't stand out in the crowd.

Yet a few inspired firms will dare to create content that's helpful, useful, entertaining, accessible... and not a sales pitch. Those few will tower over the rest of the pack, and be remembered when it's time to buy.

RECOMMENDED RESOURCES

- » [Content Marketing Resources at Idea Launch](#)
- » [That White Paper Guy](#)
- » [Content Marketing Today](#)

“Stop “copy-writing” and start creating great content: it's the most sure-fire thing you can do.”

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THE 'SHORT- ATTENTION' WHITE PAPER



Jonathan Kantor is a 26-year veteran of the technology industry, the author of the new book "[Crafting White Paper 2.0](#)", and the primary contributor to the [WhitePaperPundit.com](#) blog

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PREDICTION Social Media will generate significant changes to white papers in the future. As readers grow accustomed to short, hyperlinked, colorful, and stimulating Social Media, their [growing interest](#) with information that appeals to their [limited attention spans](#) will require white papers that compliment these new media formats. As a result, the traditional text white paper will become less

relevant to this savvy new media audience.

Starting in 2010, we will see a host of new white paper formats, designs, colors and visual enhancements that engage today's short attention [Social Media reader](#). These changes will prove to be more effective in delivering critical solution-oriented business messages than conventional white paper formats.

RECOMMENDED RESOURCES

- » [The White Paper Pundit Blog](#)
- » [Crafting White Paper 2.0](#)
- » [Ensuring that Your White Papers Appeal to Busy Executive Readers](#)

“Use Visual Enhancements to Engage New Media, ‘Short Attention’ White Paper Readers.”

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MOBILE, MEASUREMENT

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PREDICTION After many false dawns, we'll finally see mobile explode. [Google's Android](#), Apple's [iPhone](#), along with clever apps and new developments like [Augmented Reality](#) have the consumer primed.

We'll also see new developments in the area of measurement. [Social Media](#) has changed the game, putting power in the hands of the consumer, yet measurement is still focused

on the brand. It's time to look at Consumer ROI. What value are brands providing in exchange for all the effort consumers are putting in to engaging with brands via blogs, Twitter and even offline activities like store visits and Customer Service interactions.



Rick Liebling Social Media, marketing communications, brand counsel, creative development and strategic insight. You can follow Rick Liebling on his blog, [Eyecube](#).

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RECOMMENDED RESOURCES

- » [Radian6 Blog](#)
- » [Content Decoded](#)
- » [Get Content Get Customers](#)

“From collaboration to measurement, brands need to work with, and for, the consumer.”

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BETTER ENGAGEMENT ON SOCIAL MEDIA



Mike Stelzner is author of the book *'Writing White Papers,'* founder of [SocialMediaExaminer.com](http://SocialMedia Examiner.com) and an organizer of summits such as [Social Media Success Summit](#) and [Copywriting Success Summit](#).

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PREDICTION Social media marketing will become a mainstream method for businesses to connect directly with customers and prospects. Leveraging social media marketing strategies will be as commonplace as using a fax machine—every business will need to be in the game. Facebook users will top 450 million.

Sites like [Twitter](#), [LinkedIn](#) and Facebook will announce strategic partnerships with search engines that will bring real-time social media actives to the masses. Services will emerge that greatly simplify the management

and monitoring of global social media activities.

We will move from a discussion of “Which tools should I use” to a discussion of “How can I better engage with my customers, wherever they are.” Talking about [mobile consumers](#) will become an oxymoron as all consumers will have mobile access to data, opening up the social media marketing floodgates.

Google will announce a series of new services that will give Facebook a run for its money. Early movers are sure to become unstoppable forces. Hold on to your hat, it's gonna be a wild ride!

RECOMMENDED RESOURCES

» [Social Media Examiner](#)

“Social media strategies will be as commonplace as using a fax machine—every business will need to be in the game.”

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COMPELLING RULES



PREDICTION Vendors who deliver compelling content to match buyer information needs will be the big winners as **B2B** dollars begin to flow again.



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RECOMMENDED RESOURCES

- » [Made to Stick](#)
- » [eMarketing Strategies for the Complex Sale](#)
- » [The Regis Touch—Still the standard!](#)

“Vendors who understand buyers and communicate relevant value will capture the next wave of spending.”

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TWITTER OVERTAKES YAHOO!, BING



Ian Lurie is chief internet marketing strategist at Portent Interactive. He is also the author of [Conversation Marketing: Internet Marketing Strategies](#).

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PREDICTION Twitter is going to overtake Yahoo! and Bing for search market share. Yeah, you heard me: Search market share. As Twitter's user base grows, more and more folks go there to ask questions, and get answers. It's a vast, self-answering community. Search the community, find your answers. More and more users are figuring that out, and Twitter search is gaining popularity as THE

place for current answers to all kinds of questions, from "what's a good place to eat on 1st Avenue?" to "How do I [fix a bug in Windows 7?](#)"

RECOMMENDED RESOURCES

- » [Trust Agents by Brogan/Smith](#)
- » [Chris Brogan's blog](#)
- » [Laura Roeder](#)

“Twitter is a vast-self answering community. It's also the ultimate search engine.”

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SOCIAL MEDIA:

WHERE'S

MY ROI?



Tom Pick is an online marketing executive with Minneapolis-based b2b marketing and PR agency [KC Associates](#), and writes the award-winning [Webbiquity](#).

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PREDICTION With increased time spent on social media marketing, C-level executives will pressure their teams to demonstrate measurable **ROI** from these programs and because of the necessarily labor-intensive nature of social media, companies will seek to automate efforts where possible, using tools such as **analytics**.

Recognizing this need as well as the convergence of **social networking and**

mobile devices, Google will continue to expand and refine the **social media and mobile device/browser tracking capabilities** that were recently added to Google Analytics, putting the same type of pressure on social media monitoring vendors as it has on traditional web analytics providers.

RECOMMENDED RESOURCES

- » [The Brandbuilder Blog](#)
- » [Social Media Today](#)
- » [B2B Marketing Zone](#)

“Marketers need tools to measure social media results the same way as other marketing programs.”

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SOCIAL'S NEW VALUE: SHARING



Nanda Kishore is Chief Technology Officer at ShareThis.com and in previous role had overall responsibility to develop a new advertising based product for Amazon merchants.

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PREDICTION Content consumption and the social behavior of consumers are more fragmented than ever; there is no longer a “one size fits all” social or content experience. We’re in a period of massive content inflation, and one of the major activities that aids rapid spread of content in the social media sphere is sharing. The ability to share everything from 140 character opinions to news and videos has allowed consumers to direct the flow of information online. So

what’s next? In 2010, new ways for filtering and measuring the social web will emerge and marketers will realize that technologies and targeting techniques won’t measure up unless they can deliver mass adoption and an aggregated, measurable view of social media value.

RECOMMENDED RESOURCES

- » [ShareThis blog](#)
- » [Six Degrees: The Science of a Connected Age](#)
- » [Razorfish Digital Outlook Report](#)

“Marketers must be able to measure and target their influencers across any interest or social channel.”

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DISRUPTION

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PREDICTION Content Marketing will go from strength to strength. But response rates may start to fall due to ‘mutton dressed as lamb’ eBooks.

- Web video will become a B2B staple.
- It’s such a good way to tell a complex story.
- The whole social thing will calm down a bit.
- Still valuable – just not the whole enchilada.
- Mobile marketing will make inroads in B2B.

- Not so much mobile web sites but useful apps.
- Vertical search will start to rattle Google’s cage.
- Unless they strengthen their vertical chops.
- ‘Personal brand’ coaches will disappear up their own arses
- Leaving nothing but a trail of tweets.



Doug Kessler is the Creative Director and cofounder of [Velocity Partners](#), a London-based B2B marketing agency specializing in technology companies.

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RECOMMENDED RESOURCES

- » [The B2B Content Marketing Workbook](#)
- » [Marketing Myopia](#)
- » [Information Rules: A Strategic Guide to the Network Economy](#)

“If B2B marketing is both art and science, science is winning. And it’s kind of fun.”

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2010: CONSUMER EDUCATION AND CSR



Sarah Mitchell is the owner of Global Copywriting, based in Western Australia. Specialising in Content Marketing for B2B companies, Sarah loves working with **SME** clients.

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PREDICTION The Global Financial Crisis (GFC) continues to drive consumer behaviour in 2010. Content marketing will gain mind-share with businesses because a tight economy means considered purchasing decisions are the norm. The sales cycle will lengthen and consumers will continue to expect value for money. An emerging trend is the insistence from the public sector on purchasing from good

corporate citizens. With the economy still raw, companies have an obligation to more than profit margins. Business must not underestimate the contained anger developed from widespread corporate malfeasance. People will buy with their conscience.

RECOMMENDED RESOURCES

- » [David Connor's blog on CSR](#)
- » [Joe Pulizzi's Content Marketing blog](#)
- » [CSR, Social Media and the Recession from Development Crossing](#)

“With the economy still raw, companies have an obligation to more than profit margins.”

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PERSONALITY MARKETING WILL DRIVE SUCCESS IN 2010



Patsi Krakoff, Psy.D. aka The Blog Squad, is a Content Marketing Specialist helping professionals and small businesses with Content Strategies including smart blogging.

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PREDICTION Do you have a personality? (Or, does your content show some?). Companies, of all sizes, are finding success with the use of personas and spokespeople because people prefer to buy from other people, not from large, anonymous brands.

Small businesses should no longer act like large corporations. Owners are the natural voices of their companies. In many ways, small is the new big. Personalities matter, they always have, and they are now emerging as a strong marketing advantage.

Companies should dedicate pages on their sites to the people who work there. Written content should reflect the personalities of the authors, rather than being anonymous company copy. Along with more personality in their marketing content, company sites are making increasingly good use of video clips and audio files.

RECOMMENDED RESOURCES

- » [Content Marketing with Blogs](#)
- » [Content Marketing for Online Profits](#)

“You can’t master social media without vibrant personalities creating content that connects with your core clients.”

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THE RISE OF PRIVATE MEDIA CHANNELS



Seamus Walsh Founder of Vazt Global Inc., a B2B content and research publishing platform comprised of a [SG&A](#) taxonomy and micro-sites focused on Optimizing people, process and technology

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PREDICTION As more and more people find web video to be valuable and entertaining, web video for corporate story telling will continue to expand. While many public sites, such as youtube.com have gained huge popularity, they are not always the best vehicles for business-based communication. The threat of viruses, competitive advertising and lack of quality control are reasons why companies are steering away from public media channels

and moving towards private channels, while committing internal resources to produce quality content quickly.

RECOMMENDED RESOURCES

- » [Booz & Company, The Promise of Private-label Media](#)
- » [Fish Media Thinktank](#)
- » [Private Media Channel](#)

“Publishing your videos on a private media channel can be the most effective way to reach your target audience.”

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READER- FOCUSED CONTENT IS KEY



Michele Linn is a B2B marketing consultant and writer who specializes in producing buyer-focused content and providing insights on how to market it.

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PREDICTION I think content will continue to be a driving force in [B2B marketing](#) in 2010, especially as companies try to take advantage of social media. However in a rush to create content, I also predict there will be a glut of mediocre content: blah content that doesn't inspire. Not all content is king! While many companies may be focusing on quantity, I think the ones that will succeed will be

those who focus on quality. Only exceptional, reader-focused content will stand out.

RECOMMENDED RESOURCES

- » [Junta42 Blog](#)
- » [Marketing Interactions Blog](#)
- » [The B2B Content Marketing Workbook](#)

“Only exceptional, reader-focused content will stand out.”

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LO! THE PROPHET SPEAKS!



Jonathan Kranz is the author of [The eBook](#) 'eBook: How to Turn Your Expertise Into Magnetic Marketing Material' and coauthor of [The Content Marketing Playbook](#). He's all about writing helpful content.

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PREDICTION Welcome, come in, sit down. I feel an aura from you, but the crystal ball, she's the temperamental type who prefers some sign of appreciation, something green... perhaps with a president's picture on it...

I see confusion as previously unemployed or underemployed workers return to their cubes. Will they retain the social media habits that occupied their long, lonely hours? Will their task masters let them blog, text and Twitter to their hearts' delights? I see escalating conflict in the workplace. I see brands with parallel identities: an "official" mask sanctioned by the powers that be, and an "un-

derground" persona nurtured in social media...

Oh, what's this? I see world-famous advertising agencies rattling tin cups on Madison Avenue street corners – but rattling them in clever, award-winning ways of course. The economic upturn has not led to significant increases in traditional media buys. There is much wailing and gnashing of teeth - very white teeth.

Ah, but there is good news! Perhaps more of that green...? Thank you!

Previously unknown **B2B brands** are making great strides with relevant content, forming communities that welcome their ideas with interest, respect – and money!

“Prospects with desires (and money) seek wisdom; create a content strategy that lures them your way.”

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THE CHANGING BUYER IN 2010



Steve Woods is the CTO and co-founder of [Eloqua](#), author of [Digital Body Language.com](#) and is recognized as one of the top influencers in the [CRM](#) blog post: <http://digitalbodylanguage.blogspot.com/2009/11/marketing-automation-and-b2b-marketing.html>

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PREDICTION 2010 will be an interesting year for B2B marketers because a number of trends will coalesce to fundamentally change the way we interact with buyers and engage them in a buying process. First, as data on individual prospects becomes more readily available, the value of a true relationship will increase dramatically. Second, as [social media](#) providers become more focused on understanding true influence, rather than just raw counts of friends or follow-

ers, the value and measurement of significant social influencers will increase tremendously. Third, as buyers gather more and more information and insights that they need online, sellers are able to close larger transactions remotely, the [role of field sales](#) will fall precipitously.

RECOMMENDED RESOURCES

- » [Digital Body Language](#)
- » [Digital Body Language, The Book](#)

“Buyers gather the information and insights they need online, the role of field sales will fall precipitously.”

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B2B MARKETERS

CONFRONT

GUIDANCE

IMPERATIVE



Britton Manasco helps firms become thought leaders and trusted authorities through value-rich content such as white papers, success stories and executive presentations. Britton is the producer of the thought leadership marketing blog *Illuminating the Future* www.BrittonManasco.com.

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PREDICTION B2B marketers will increasingly realize that one of their key challenges is to guide decision teams through challenging decisions using compelling thought [leadership](#) and other forms of decision-driving content. One factor driving new investments in rich content will be growing disillusionment with returns on search engine and social media marketing. They'll increasingly realize

it's difficult – if not impossible – to engage decision-influencers/makers in these media without compelling perspectives to offer.

RECOMMENDED RESOURCES

- » [“In a Downturn, Provoke Your Customers,” Harvard Business Review](#)
- » [Dirty Little Secrets](#)
- » [eMarketing for the Complex Sale](#)

“Companies engaged in a complex sale must link thought leadership to intelligent client discovery.”

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SEEK QUALITY NOT QUANTITY



Jim Lodico is a marketing consultant and copywriter specializing in helping companies create engaging content and developing powerful campaigns designed to captivate their target audience. He is the owner of jalcommunications.com and Whitepapersolution.com and is currently working on his latest project, [Lemonade Stand Marketing](#).

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PREDICTION [Social media](#) has become the norm. What was new and cutting edge a year ago is now an important element of most marketing campaigns.

As more people come online in 2010, the stream will become more and more crowded making it even harder to hear above the noise. This will place an even larger emphasis on making personal, quality connections.

I think in 2010, we'll see a turn toward localization both geographically and by niche. Businesses should be looking for ways to incorporate this localization into their marketing.

RECOMMENDED RESOURCES

- » [Social Media Today](#)
- » [Advertising Age](#)
- » [Social Marketing](#)

“Twitter, LinkedIn, Facebook...these are the starting points. Look for ways to move to higher level, quality connections.”

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KEEP IT SHORT



Chi Modu is a renowned photojournalist and cultural observer. His company [DiDigital](#) creates concise, interactive content for the new “content snacking” era.

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PREDICTION Long form blogs are being replaced by microblogs which are being replaced by Tweets. Sixty second TV spots have given way to 30 second and 15 second spots. We don’t buy albums, we download singles.

To stay in touch with our friends, we don’t email, we check their Facebook updates. Kids prefer texting over email and phone calls. This seismic shift in the way we consume media is

often referred to as content “snacking.”

The shortest distance between two points is a Tweet (or a txt), the winners are those who can pack the most meaning into the fewest words.

RECOMMENDED RESOURCES

- » [Flying Fingers: Text-messaging overtakes monthly phone calls](#)
- » [The news leader in mobile marketing](#)

“The winners are those who can pack the most meaning into the fewest words.”



HOW CAN YOU SHARE IT?

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THE RISE OF CONTENT MARKETING



Galen De Young, managing director Proteus B2B and Proteus SEO, helps B2B clients integrate content marketing, social media, email, and SEO to generate and nurture leads.

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subscribe: www.proteusb2b.com/b2b-email-marketing/web-sign-up.php

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PREDICTION Content marketing will become the first priority of top **B2B** marketers because of its powerful role in positioning, lead generation & nurturing, social media and organic search.

The focus and investment on SEO will increase sharply as B2B marketers seek to leverage content marketing across multiple search channels.

B2B marketers will struggle to source people who can

write well and effectively package content marketing. The pursuit of thought leadership positioning and long-tail search will drive a sharp increase in multi-author corporate blogging. In 2010, I think we'll also see the pace of adoption of marketing automation quicken, but most B2B adopters will struggle with its effective use.

RECOMMENDED RESOURCES

- » [The BuyerSphere Project](#)
- » [Lead Generation for the Complex Sale](#)
- » [eMarketing Strategies for the Complex Sale](#)

“The smartest B2B marketers will master how to optimize content across search, email, and social.”

CLICK PREDICTIONS

LEAD GENERATION TO DEMAND GENERATION



Maria Pergolino works as Inbound Marketing Manager at [Marketo](#), leading their efforts in adoption of social media channels for brand awareness and demand generation. Maria also writes for many marketing blogs, and is a frequent contributor to Marketo's popular blog, *Modern B2B Marketing*.

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PREDICTION Traditionally, marketing departments focused on creating leads for their sales teams by gathering names at tradeshows or by capturing emails addresses from “contact me” web forms. In 2010, we will see hundreds of medium and large sized B2B companies stop focusing on the number of leads created, but instead, start focusing on improving the quality of leads passed to sales.

The switch to demand generation will happen because of the growing adoption of marketing automation and a focus on content marketing. This will be enhanced by the use of inbound marketing as part of the demand generation process.

The result of this change will be greater brand recognition, shorter sales cycles, and improved customer retention.

RECOMMENDED RESOURCES

- » [Modern B2B Marketing blog](#)
- » [B2B Lead Generation blog](#)
- » [eMarketing Strategies for the Complex Sale](#)

“Marketers will focus on creating leads with marketing automation and inbound marketing as part of their demand generation.”

CLICK PREDICTIONS

B2B GETS SERIOUS ABOUT SOCIAL



Parker Trewin is currently the Director of Marcom at Genius.com and has over twenty years of experience in marketing communications, [social media](#) and product management.

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PREDICTION Marketing Automation is hot but [Sirius Decisions](#) research says that adoption is hovering at just 30%. This should increase as B2B marketers look to gain productivity while keeping their campaign costs to a minimum. Metrics-driven solutions that validate the return of these efforts will be held at a premium. Forward-thinking marketers will get serious about “[Social Marketing Automation](#)”. They

will wring out more opportunities by targeting above the funnel and injecting themselves into the conversation – to ensure that no lead is left behind. Not surprisingly, marketers will demand reporting to track the success of these social initiatives.

RECOMMENDED RESOURCES

- » [Paul Dunay, Facebook Marketing For Dummies](#)
- » [Ardath Albee eMarketing Strategies for the Complex Sale](#)
- » [B2B Marketing for Faster Sales Blog](#)

“Time to ‘get social’. B2B organizations that fail to embrace Social Marketing will fall dangerously behind.”

CLICK PREDICTIONS

BUSINESSES GET SERIOUS ABOUT SOCIAL MEDIA



Mani Iyer is CEO of Kwanzoo, a social inbound marketing service for businesses. Mani is a seasoned Internet Executive, Serial Entrepreneur, Industry Speaker and Startup Advisor.

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PREDICTION Facebook continues to grow. Google Wave sees early adoption. LinkedIn consolidates its position. Email marketing goes social. Display advertising begins to shift from traditional banner ads to interactive and data-driven ad formats. Social marketing goes from test-and-learn phase to a growing slice of corporate marketing budgets in 2H2010. The Feds come down on deceptive online marketing practices.

Offer monetization and virtual goods platforms, as well, social games providers clean up their act. Direct marketers begin to tap social media as a source for new customers, leads and sales. Businesses establish 24x7 customer service channel via real-time channels (a la Twitter).

RECOMMENDED RESOURCES

- » [Marketing Sherpa](#)
- » [Mashable](#)
- » [Altimeter Group](#)

“Socially engage consumers through all marketing channels, to drive peer recommendations of your brand.”

CLICK PREDICTIONS

CONTENT MARKETING CAPTURES SMALL BUSINESS



Newt Barrett is the President and Chief Content Officer of Content Marketing Strategies, a Division of Voyager Media. He is also a leading thinker and evangelist for content marketing.

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PREDICTION For the first time, one third or more of **small business** marketing dollars will move away from traditional marketing and advertising move into **content marketing** efforts. Both b2c and b2b marketers will follow this path.

This means that the relevant and compelling content that small businesses deliver directly to buyers will be vital to sustain and to grow sales. Almost all of their

content marketing will be online in formats including traditional websites, blog-powered websites, standalone blogs, eBooks, whitepapers, podcasts, videos, and social media. Because small businesses can measure results precisely, they will get better and better at content marketing and do more and more of it in 2010 and beyond.

RECOMMENDED RESOURCES

- » [Get Content Get Customers](#)
- » [The New Rules of Marketing and PR](#)
- » [Secrets of Social Media Marketing](#)

“Because small businesses can measure results precisely, they will get better at content marketing and do more of it.”

THE NEW BRAND INVESTMENTS



PREDICTION Over the last 10 years, [marketing investments](#) have moved from brand advertising to highly measurable direct methods. But even today, leads that come from word of mouth, referrals, and other inbound sources convert to pipeline and revenue at a much higher rate than leads from traditional demand generation sources. In 2010, the pendulum will begin to swing back to investments in

brand, buzz, and awareness – but instead of mass advertising, marketers will invest more in smart ways to build brand such as [social media](#), search engine [optimization](#), and content marketing.



Jon Miller is VP of Marketing at Marketo, the fastest growing marketing automation vendor. He writes about Modern B2B Marketing at <http://blog.marketo.com>.

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subscribe: blog.marketo.com/blog/modern_b2b_marketing_blog_subscribe.html

RECOMMENDED RESOURCES

[Modern B2B Marketing blog](#)

[Sample Social Media Plan for B2B companies](#)

“Leads from inbound sources convert to revenue much better than leads from traditional sources.”

CLICK PREDICTIONS

WHAT'S OLD IS NEW AGAIN



Anaezi Modu is the founder and CEO of REBRAND (TM) and the REBRAND 100 (R) Global Awards, among other ventures. REBRAND 100 is the highest global recognition for effective brand transformations at REBRAND.com

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PREDICTION Brands will dial down the frenzy and win with basic, universal human needs at their organization's core—the need for love and acceptance, and mitigating daily challenges. Human emotion drives buying decisions, and giving help is a little known secret of success.

There will be fewer, grandiose, me-too, “cool and edgy” strategies. Instead, simple messages and honest striving to make the lives of employees and customers easier, fulfilled, healthier will

help achieve their goals and yours quickest.

Increasing demand for simple language and rejection of “[insider](#)” jargon across industries, especially healthcare and legal, will greatly improve brand experiences and customer loyalty.

RECOMMENDED RESOURCES

- » REBRAND.com
- » [Diverse Insights](#)
- » [Marty Neumeier's Innovation Workshop DVD](#)

“Declutter and simplify something. Anything. Sites, prescription information, contracts, retail space, Powerpoint... ‘nuff said.”

CONTENT TAKES CENTER STAGE

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PREDICTION In 2010, organizations will increasingly deploy marketing automation tools. Recognizing that marketing automation tools are only effective when fed sufficient content to nurture leads throughout the buying cycle, more B2B organizations will commit a growing percentage of their budget to content creation. Savvy companies will embrace the opportunity to establish their organizations as

trusted advisors by delivering relevant, valuable, and fresh content to prospects. Furthermore, they'll seize the opportunity to set themselves apart by making it easy for prospects to access and consume information specific to their role and place in the [buying process](#).



Stephanie Tilton is a seasoned white paper and case study writer who helps B2B companies advance the sales cycle by engaging prospects and customers.

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RECOMMENDED RESOURCES

- » [Get Content. Get Customers.](#)
- » [eMarketing Strategies for the Complex Sale](#)
- » [Savvy B2B Marketing](#)

“Establish trust in your organization by delivering relevant, valuable, and fresh content to prospects.”

B2B MARKETERS EMBRACE TRUE NURTURING PROGRAMS



Ardath Albee is a B2B Marketing Strategist whose firm, Marketing Interactions, helps her clients create customer-focused eMarketing strategies that generate more sales-ready prospects.

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PREDICTION In 2010, more B2B marketers will implement true [nurturing programs](#) to improve upon the limited results possible with short-term campaigns. They will realize that engaging prospects consistently across the complete buying cycle drives more viable sales opportunities into their pipeline. The problem with campaigns is that they're usually structured over a quarter with a sales offer at the end. If your prospect's buying process is six months, or longer, you're still trying to control how and when they

buy. This approach doesn't work. Launching a new campaign likely means marketers will change the story they're telling, still searching for the short-term sale. If the story changes enough, it will veer away from your prospects' expressed interests and they'll move on to another company that's providing the information they need for the buying stage they're in. True [nurturing](#) is about providing valuable information related to your prospects' top priorities regardless of their timing to buy.

RECOMMENDED RESOURCES

- » [eMarketing Strategies for the Complex Sale](#)
- » [Lead Generation for the Complex Sale](#)

“Marketers will employ nurturing programs across the entirety of buying cycles to fuel pipeline momentum.”

CLICK PREDICTIONS

SOCIAL MEDIA GOES CORPORATE



Dave Fleet is an Account Director at [Thornley Fallis Communications](#), a full-service Canadian communications agency. Read more of his work at [davefleet.com](#) or [@davefleet](#) on Twitter.

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PREDICTION Organizations consider social media more seriously

If 2009 was the year where [social media](#) began to break properly into the corporate world, 2010 will be the year that companies start to fully integrate social media into their marketing efforts.

Boundaries continue to [blur](#). We'll continue to see the lines between marketing, advertising and PR blur as departments and agencies execute cross-functional activities.

Mobile grows but remains immature. [Mobile marketing](#) will continue to grow but will remain experimental for another year or two as marketers figure out what works and what doesn't.

RECOMMENDED RESOURCES

- » [Six Pixels Of Separation](#)
- » [Altitude Branding](#)
- » [Trust Agents](#)

“Boundaries between communications functions are blurring. Think outside your own discipline.”

CLICK PREDICTIONS

CONTENT MARKETING: ANY- TIME, ANYWHERE, ANY DEVICE



Russell Sparkman of Fusionspark Media is a veteran New Media marketing communications producer & consultant, having produced content marketing projects for the web since 1999.

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PREDICTION 2010 is the year of widespread content marketing adaptation, aided by an increase in case studies proving the method's ability to drive engagement that **drives brand** devotion that drives conversion.

Content marketing that drives engagement, devotion and conversion will be enabled by the use of content to reach audiences anytime, anywhere and on any device.

Transmedia storytelling, a strategy incubated in Hollywood, is about tailor-

ing different parts of the story to the device where people access the content. This approach will migrate into the consumer and B2B marketing space.

Finally, Content Strategy will drive Social Media and **Social Networking strategy**.

RECOMMENDED RESOURCES

- » [Get Content, Get Customers](#)
- » [Trust Agents](#)
- » [New Media Insights](#)

“Content strategies that reach audiences anytime, anywhere, on any device drive engagement and conversion.”

THE DAWN OF CONTENT STRATEGY



Joe Pulizzi is a leading author, speaker and strategist for content marketing. Joe, founder of client-vendor matching site Junta42, is co-author of the highly praised book [Get Content Get Customers](#).

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PREDICTION As marketers are starting to understand that they are indeed **publishers**, content marketing strategy is moving toward the forefront. What is content marketing strategy? It involves the following:

- Clearly understanding the goals behind all pieces of content
- Knowing our customers' information needs as it relates to those goals
- Setting up listening **posts** to gather that information

- Start figuring out where our customers are hanging out on the web
- Choosing **content tactics** that tell a brand story that will resonate with customers and prospects

Publishers have been doing this, in one form or another, for years. Now is the time that marketers will begin to take the strategy behind creating content seriously, and figuring out how to leverage content to grow the business.

RECOMMENDED RESOURCES

- » [The New Rules of Marketing and PR](#)
- » [Get Content Get Customers](#)

“Content strategy is the most important part of marketers’ toolbox. How we tell our story and educate customers is paramount.”

INTERNATIONAL SOCIAL MEDIA MARKETING



Cindy King is a cross-cultural marketer and international sales strategies helping businesses develop globally with [international social media](#).

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PREDICTION International web marketing is heading for new horizons.

- Recent [ICANN](#) legislation enabling URLs in non-Latin alphabets will impact the web environment in these countries. This in turn will increase opportunities to engage with people in these countries in a meaningful way.
- Social media continues to grow in different countries and as it does we will see more trends emerging with regards to different cultural preferences. This

will help businesses to develop stronger international social media marketing tactics.

Although international web marketing has its challenges and limitations today, it will become more effective in the years to come. And [social media marketing](#) will play an important role in learning more about how to market to different cultures.

RECOMMENDED RESOURCES

- » [International Social Media](#)
- » [Cindy King](#)

“Businesses will improve their international marketing by observing different cultural preferences.”

CLICK PREDICTIONS

THE END OF CONSUMER IGNORANCE



Sunil Malhotra Change-the-world Entrepreneur [Beta], Founder & CEO [IdeaFarms](#), Innovation champion, breakthrough business thinker, Industrial Designer, part-time blogger, amateur writer, die-hard Indophile, reluctant networker.

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PREDICTION Customers are far more educated now and will continue to be, thanks to the Internet (and now Web 2.0 driven social media), and they will be more informed even before marketing guys get clued in.

- Artificial ‘loyalty’ programs will be seen as just that – ‘artificial’.
- Marketing experts will become extinct.
- Segment-based market profiling will disappear. (Marketing experts will however, continue to hard-

sell statistics based strategies).

- Word-of-mouth will continue to grow as media credibility falls.
- Tools and technology will take a back seat and value concepts will come to the fore.
- Contact centers will die. One size will not fit all any longer.

RECOMMENDED RESOURCES

- » [Firms of Endearment](#)
- » [The Past, 2010 and Setting a Direction Forward](#)

“Customers are human beings, not statistical aberrations. Trust those who say what they mean and do what they say.”

CLICK PREDICTIONS

2010 B2B MARKETING PREDICTIONS BY @TLOTL



Tom Scearce is the founder of Searce Market Development and a 15-year marketing and sales veteran of leading media, technology, and business services companies including [Tippit](#), [Speakeasy](#) (A Best Buy Company), [Good Technology](#), and [Concur Technologies](#).

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PREDICTION Continued micro-fragmentation in on-line media consumption will reveal deep flaws throughout the B2B demand generation value chain. Buyers, already budget-constrained and under-staffed, will be overwhelmed by terabytes of low-value content published/re-published by armies of self-branded experts. Traditional online ad publishers will face pressure to maintain adequate lead quality and volume. Vendors will adapt, or not. CMOs will

be asked to extract sales-ready pipeline from the demand generation equivalent of [oil shale](#). Sales leaders will see their teams struggle more than ever to distinguish between opportunities, prospects, suspects, and noise. Also, the U.S. federal income tax filing deadline will fall on April 15th.

RECOMMENDED RESOURCES

- » [Focus](#)
- » [Conversation Marketing](#)
- » [The Lord of the Leads](#)

“Micro-fragmentation and “[mass expertization](#)” make buyer attention elusive in 2010.”

CLICK PREDICTIONS

THE BUYER HAS CHANGED; MARKETERS WILL TOO



Craig Rosenberg is the author of the B2B demand generation blog, *The Funnelholic*, and the Vice President at [Tippit](#), a leading b2b online media company.

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PREDICTION 2010 will see marketers change the way they market to and interact with buyers. We have seen fundamental changes in the buyer that once understood, will push marketers away from antiquated marketing techniques. The main changes in the buyer:

- Buyers do the vast majority of their research online
- Consume content in a fragmented way
- Suffer from “attention scarcity and information overload

- Trust their peers more than anything else
- Prefer third party, unbiased information versus information provided by the vendor.

RECOMMENDED RESOURCES

» [Focus](#)

» [eMarketing Strategies for the Complex Sales](#)

» [Sirius Decisions](#)

“The buyer has changed forever—marketers that succeed in 2010 will adjust accordingly (and drastically).”

CLICK PREDICTIONS

SOCIAL MEDIA IS ABOUT INVESTING IN RELATIONSHIPS FOR THE LONG RUN

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PREDICTION I think as the US market comes out of recession the budget funds withdrawn from the multi-billion dollar interruptive advertising spends of years gone by will instead be invested in relationship-based initiatives – enter social media. No doubt this will cause further bankruptcies in the publication and broadcasting world. Secondly, by the end of 2010 I foresee that at least 35000 people will have the words “social media” in their current job title on LinkedIn. There are over 6500 now

and that’s probably up from under a thousand from a year ago. Finally, 2010 will see the role of social media listening and engaging move from the single entity or team to a distributed, enterprise-wide model with front line co-ordination team. Social media is a two-way communications channel and needs to integrate with many of the enterprise’s existing systems.



David Alston leads the Marketing and Community teams at [Radian6](#), a social media monitoring, measurement and engagement platform used by PR, marketing and customer support specialists.

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RECOMMENDED RESOURCES

- » [Media Philosopher](#)
- » [Community Instinct](#)
- » [Altitude Branding](#)

“Conversing with your community is the new now and the future.”

CAMPAIGNS TO CONVERSATIONS



Jessie Paul is CMO for [Wipro Technologies](#) and a member of Wipro's Strategy and Diversity Council. She has 15 years of experience in marketing and brand internationalization.

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PREDICTION Firms will build online communities by collaborating with a content partner, using an existing platform such as [Ning](#) or creating their own. From an employee perspective organizations will deal with allowing workplace access to social networking tools, building “gated communities”, or embracing cloud solutions like [Yammer](#).

This will raise issues of who will respond to queries, comments, and what is confidential. Listed companies will have to figure

out relevance of terms like “silent period” and “selective dissemination” in this media. Marketing and legal will grapple over unsubstantiated claims and squatters. The first few high profile mistakes will take place next year. Many will not cope with the sudden increase in [customer/employee interactions](#) and will abandon their outreach plans.

RECOMMENDED RESOURCES

- » [No Money Marketing](#)
- » [Guy Kawasaki's Blog](#)
- » [Gauravonomics](#)

“Time to move from a campaign-based approach to one of continuous conversations with stakeholders.”

CLICK PREDICTIONS

MARKETING IS A MINDSET



Bernie Borges is CEO of [Find and Convert](#), an Inbound Marketing agency and the author of *Marketing 2.0*. Bernie is also a frequent speaker, a blogger and a podcaster addressing the intersection of search and social media.

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PREDICTION 2010 will be the year that marketers must learn to adopt a new [mindset](#). They must create experiences to fully engage their buyers. Buyers have too many choices. They want to be educated, enlightened and entertained. Marketers who create “experiences” where buyers can engage with them in fun or interesting ways will differentiate themselves. These marketers will build trust and win customer mind-share. Buyers want to buy

from brands they like and trust.

Brands who create campaigns around experiences will keep buyers interested, engaged and loyal. Those brands that continue to use outdated, uninteresting methods to shout messages to buyers will get lost and lose market share.

RECOMMENDED RESOURCES

- » [Marketing 2.0](#)
- » [Find and Convert Blog](#)
- » [Get Content Get Customers](#)

“Marketers must transition from being seller to collaborator, advertiser to experience creator.”

CLICK PREDICTIONS

MICRO- FRAGMENTATION IN ONLINE CONSUMPTION

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PREDICTION Like a fractal, marketers are going to be forced to explore smaller, more **niche-focused** online communities in order to empower passionate digital influencers to drive revenue and reduce costs.



Andrew Davis is Chief Strategy Officer and Co-Founder at [Tippingpoint Labs](#). Andrew's passion for developing high-quality content and focus on measuring quality of content generated helps shape TPL's strategies and those of its clients.

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RECOMMENDED RESOURCES

- » [Tippingpoint Labs' blog](#)
- » [Book – Made to Stick: Why Some Ideas Survive and Others Die](#)
- » [Junta 42 Blog](#)

“You can't be everything
to everyone!”

CLICK PREDICTIONS



MARKETO is changing the way Marketing and Sales teams work together. Marketo Lead Management gives Marketers the power to automate demand generation campaigns and the flexibility to easily clone and customize them.

The impact for Marketing?

- Capture and nurture more high-quality leads with less effort.
- Automate marketing processes and focus resources on more strategic and creative projects.
- Qualify and score prospects and measure marketing ROI.

Marketo Sales Insight helps Sales prioritize, understand and interact with the hottest leads and opportunities to close more business faster.

The impact for Sales?

- Understand relevant actions with 'Best Bet' priorities and relevant 'Interesting Moments.'
- Interact with trackable emails, smart campaigns, and find new prospects by monitoring anonymous web traffic.
- Prioritize leads and opportunities with 'Lead Feed' updates to any device, empowering Sales to focus on the right leads at the right time with the right message.

CLICK PREDICTIONS

**GET MORE GREAT
FREE CONTENT!**

Thank you so much for reading “**Click Prediction: Key Content Marketing Trends and Predictions for 2010**” We hope you’ve enjoyed it, and we’d love to get your feedback!

To extend our thanks, please download a special sneak preview free ebook from Marketo, titled, [Creating Content that Sells, A Guide to Content Marketing for Demand Generation](#).

Here’s a quick synopsis:

Content created by marketing to support online efforts including email, website, blog, and social media should be strategically different from other marketing materials used offline. This guide will introduce you to the basics of content marketing, explain how to match buyer personas with marketing materials to drive demand, and show you how to calculate the ROI on these efforts.

“**Click Prediction: Key Content Marketing Trends and Predictions for 2010**” is your crystal ball into the key content marketing and social media issues for business in 2010. Creating Content that Sells is your practical guide to making it happen!



Acknowledgements:

Cover illustrated by [Peter Thomas Ryan](#) used by permission
Thank you to all the contributors for giving their time, talent and content
Edited and co-ordinated by Ambal Balakrishnan
Conceived by [Ambal Balakrishnan](#), [Rajesh Setty](#) and [StressLimitDesign](#)

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